

### REMARKS

The Office action indicated that claims 35-51 are present in the application. However, claims 1-23 have been present in the application from the date of filing, and were never cancelled. Accordingly, applicant respectfully requests that claims 1-23 as amended be examined, and that the next Office action not be made final.

The independent claims have been amended to make it clear that the invention requires: (1) determining whether monitored content includes a predetermined advertisement (or includes predetermined advertisement content that would direct the user to a predetermined advertisement) and (2) if the monitored content includes the predetermined advertisement (or includes predetermined advertisement content that would direct the user to a predetermined advertisement), replacing the predetermined advertisement with another predetermined advertisement based on user input.

Because the present invention replaces predetermined advertisements or advertisement content that is included in the monitored content, it is possible, in certain embodiments, for a user to boycott content, as is explained at page 4, line 28 through page 5, line 2 of the application as filed:

“Because a user is able to select an arbitrary originator of content, the user is enabled to effectively “boycott” or ignore electronic content relating an originator of content, thus ignoring all goods and services provided by the originator of content through the internetwork.”

In other embodiments, the invention allows the user to obtain more appropriate information than was already incorporated into the content. As is explained in the application as filed at page 4, lines 16-21:

“Because an advertisement is replaced based on user input, the method provides the user with a way of obtaining more useful and relevant information. For example, an advertisement for a remote company may be replaced with an advertisement for a company local to the user. Furthermore, entities related to the advertisements may agree upon the replacement technique and effectively act to co-brand each other. This provides one of the entities with the ability to reach out to users that wouldn't normally be reached.”

Haitsuka et al., relied upon by the Examiner under 35 USC 103, discloses the monitoring of information for the purpose of “targeting advertising to the user” (column 9, lines 35 and 36). Haitsuka et al. does not monitor internet usage in order to find predetermined advertisements or advertisement content that is to be replaced, but rather simply in order to gather demographic information concerning the user, so that advertising can be targeted to the user. This is completely different from monitoring a content stream for the purpose of replacing an incident advertisement that is included in the content stream. The secondary references relied upon by the Examiner similarly fail to disclose or suggest this feature.